## 1917 LOCOMOBILES **ARE ON EXHIBITION**

More Stylish Than Ever, Yet Just as Comfortable-These Cars Are Most Interesting

stoerat of the road, an expen luxurious vehicle, makes it is week when the 1917 Locomo

rages of the large tires retained, owness makes them look longer, ob the wheel bases of the two

ng its good taste almost a hun-letailed changes have been made the 1916 model. This serves to improve the car's outward appear-

minor changes have been made in ight position, radiator bonner and line; the front axle and splash in have been redesigned. In short, improvements have been carried illough the small details of the car usual thorough Locomobile manspecial and with the quieting of parts have made the car praction of the special parts have made the car praction of the special parts of the special parts

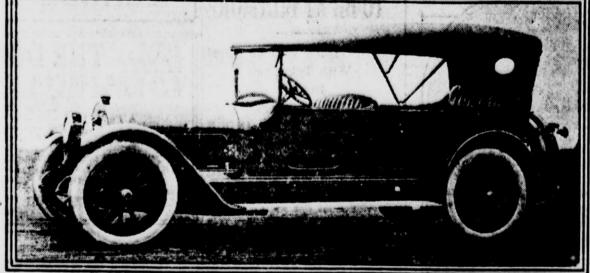
This changes the luggage pocked back of the front seat. It of two large pockets there are too wide horizontal ones abov en them. All are covered by r flaps held flat by weights, no ers being used. These compart-

prices for standard models are: 7. six and seven passenger touring.
400; limousine, \$6,500; landastet.
500; berline, \$6,800. R.7. six and
wen passenger touring, \$4,600; new
rectal four passenger touring, of which
limited quantity will be built, \$4,750;
to the company the viewpoint of an experienced owner who has ewned and
driven cars ever since cars were made.

any one passenger is meeting with st

ours or midday trips out in the counand with its added range of seras against the electric she is more utilizing it for quick opping trips early in the morning as a prelude to a run out in the country to some golf club, country club or wayside inn for lunch with friends.

1917 Locomobile "38" Seven Passenger Touring Car



Note the long, low appearance and pleasing lines. It has many advantages over the 1916 model, which was considered a masterpiece.

small details of the car thorough Locomobile man-tor refinements have made and with the quieting of ave made the car practi-sis cars at Ormond Beach and later on

introduced by the Locomobile four ago, the new auxiliary seats are confortable. This is brought about flexible, resilient support and a rupholstery on both seats and These newer seats fold into the of the front seat, where they are covered, entirely our of the way, an be reached and unfolded in an tribute of the changes the luggage pocks. This changes the luggage pocks

### PLUMMER ORGANIZES CO.

with those in the tonneau, under ask, and along the running board, musual storage space.

John F. Plummer, president, and Arnold Wood, vice-president, of Colonial Motors, Inc., announce the organization

MITCHELL ROALSTER LIKED. will be H. B. Van Loan, a man of stx-

stantaneous favor.

More and more each year women what the car on the road ough

5000 Plus

is a snappy little booklet, full of

helpful hints to every motorist.

It points the way to greater mile-

age at lower cost. Ask the dealer

QUAKER CITY RUBBER CO.

Factories-Philadelphia

In no shipment of cars from any

factory will you find a single machine

equipped with Quaker Tires. This, because the demand for Quakers to replace factory-equipment tires consumes our entire output, leaving none to be

sold to automobile manufacturers. The

for a copy or write direct to

## HUDSON SUPER SIX SHINES. MOTOR DEMANDS ARE ON INCREASE

Car Shortage in Sight, Al-

that I have been able to gather from Overland dealers and from my own per-sonal observations of conditions as they

New Sales Manager



Wilson M. Taylor.

WASHBURNE FOR EFFICIENCY.

will surpase that of the last three years combined.

"Without exception every one of the Overland and Willys-Knight dealers that I interviewed had the same story to tell. Business had been good, in fact they claimed it had never been better, due largely to the general wave of prosperity and to the fact that manufacturers have catered to a larger market by bringing.

Topolitan district, not only has a genius for selling cars but for picking out and securing efficiency lieutenants. His latest move was to engage Wilson M. Taylor as sales manager and efficiency cern, is the "Mississippi Foundry and Machine Company." Here you are:

"Mr. Taylor has had a successful career in the automobile industry. In June, catered to a larger market by bringing."

"Miss Fou a Mach Co.

"Gent":—We have had some of the people are down there. The firm name, which the writer has abbreviated until it looks like the sign of some Chinese tirecracker constitution. The proposed in the automobile industry. In June, catered to a larger market by bringing of successful career in the automobile industry. In June, catered to a larger market by bringing of successful career in the automobile industry. In June, catered to a larger market by bringing of successful career in the automobile industry. In June, catered to a larger market by bringing of successful career in the automobile industry. In June, catered to a larger market by bringing of successful career in the automobile industry. In June, catered to a larger warket by bringing of successful career in the automobile industry. In June, catered to a larger warket by bringing of successful career in the automobile industry. In June, catered to a larger warket by bringing of successful career in the automobile industry in June, catered to a larger warket by bringing of successful career in the automobile industry. In June, catered to a larger warket by bringing of successful career in the automobile industry. In June, catered to

## Army Motorcyclist in Mexico



This is one of 'he Dixle equipped machines that are giving such fine service in hard going. It was to be sure that these boys were "kept going" that the Splitdorf Electrical Co. sent a special man to Mexico to care for their needs.

dealers in all parts of the United States as well as in foreign countries. The as well as in foreign countries.

## ALUMINUM HELPS MARMON.

Reduces Weight About 1,000 founds and is Tough.

at Washingt n. By this is meant "per-petual motion" machines. Inasmuch as in the metropolitan district and New it is recognized that there can be no Jersey, cooperating with Mr. Washperpetual motion with friction, and that there has never been discovered a means of eliminating the natural wear of action, perpetual motion remains undiscovered. But there has been discovered a conductor of heat that is many. of action, perpetual motion remains undiscovered. But there has been discovered a conductor of heat that is many times superior to any form in use in the past. That conductor is lightle aluminum, manufactured by the Aluminum Castings Company, which is supplying parts for the Marmon "34." By the use of this metal the weight of the Marmon is less by 1,000 pounds than other cars of the same size and the car's efficiency is increased in speed and duraviility by many degrees.

Officer Buys Paike Cars.

Gen. Roubtzoff of the Imperial Russian army, who is now in this country superintending powder contracts at the Parien Powder Works, Perth Amboy, N. J., has purchased a Paige Six-3 Fleetwood. The former is a seven passenger touring car and the latter model seats five.

E. M. Dalley of the Paige-Detroit Company of New York, Inc. is one of the busiest men in the increased age.

Superintending the sales of Paige-Detroit cars in this territory, all records for which are being broken the past few weeks.

the Willys-Overland Company as efficiency department, in which he gave factory was shipping on an average of the Willys-Overland Company as efficiency engineer, creating their sales efficiency department, in which he gave factory and sales training to the sales men sent to him by the Overland retail. was shipping on an average of men sent to him by the Overland retail cars a day, which is three times dealers in all parts of the United States

ure and enjoyment for the whole family as does the smooth running, distance defying automobile.

"I believe this combination of necessity and all around pleasure giving qualities is chiefly responsible for the present day demand for automobiles. Even though money is plentiful and reports show the country to be in a wonderfully prosperous condition I do not believe the vast number of cars now being sold would be possible had it not been for the public awakening to the fact that they needed them instead of wanted them." ing cars are equipped with it, that was glad to embrace the opportunity to accept the position of sales manager for the C. H. Washburne corporation which sells Knight-engined cars exclu-

Mr. Taylor will use his talents as an Eliminators of friction are the only efficiency engineer and trainer of sales-executions barred by the Patent Office men to organize a trained selling force t Washington. By this is meant "per-for the C. H. Washburne corporation

## INTEGRITY FIRST, **GOODRICH SLOGAN**

ompany Has Prospered Because of Its High Standards and Good Products.

"The greatest word in the whole lexion of commerce is not service," says E. Tibbitts, advertising manager of the B. F. Goodrich Company, "it is integrity! Because that term embodies good faith -dependability, the intention to play fair at any cost—as well as good service. Its essence, so far as business is con-cerned, consists in living up to the last letter of that Americanism—'the square

deal."

"May we here pay tribute to business integrity wherever it abides, and with all due modesty claim it as the watchword which has ruled Goodrich activities over forty-seven years of rubber manufacturing, selling and delivering.

"But does this policy of business integrity pay in dollars and cents?" the cynic may inquire.

tegrity pay in dollars and cents?" the cynic may inquire.

"From even that cold-blooded stand-point we may answer to the growing youth of this country: 'Yes, it has paid even in material success.' Witness the Goodrich growth from a very small acorn' indeed to the ninety square acres of floor space in the largest rubber factory of the world at Akron, requiring fifteen square acres of window glass alone to light those Goodrich factory buildings.

However, the Dealer Decides to Take Money.

out the country my advice to prospective or buyers is to shop early. I firmly believe that the rush for cars this summer will surpass that of the last three years combined.

Without exception every one of the formula of the last three years with the control of the last three years of the combined of the last three years and shrewd some of the last three years without exception every one of the last three years.

what we owe you next friday or sat- campaign.

"J. R. WEESTER.
I have a fine Pianno out her

# WESTCOTT COMPANY GROV'S.

Moves Into Larger Quarters in New Town. The Westcott Motor Car Company is

noving into quarters in Springfield, ind., that will permit almost three times the present output. The present plant in Richmond has been leased to a smaller mater car company. The plant in Springfield not only includes large and convenient buildings, but also some

"It looks as though the company, if it adheres to its policy of quality building, alicking consistently to its scheme of improving the car every time the opportunity presents itself, that it will only be a matter of a year or two until the new plant is taxed to its capacity." the new plant is taxed to its capacity. says Lew H. Allen, the local distributer at Broadway and Sixty-fourth street. "The company is in hence bound to all of our customers to adhere to this and of our customers to an ere to this policy, but in addition they find it one that apparently presents a very interesting future for us. The removal from Richmond to Springfield is being made without a break in production."

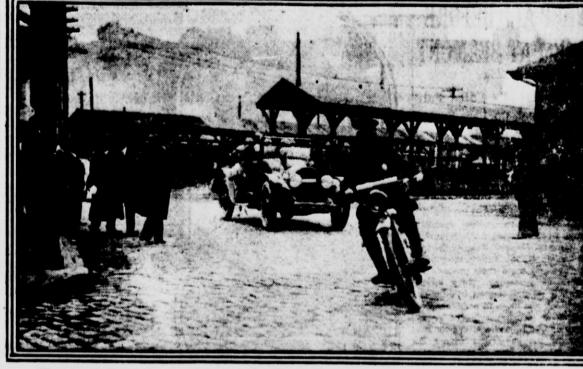
## COLONEL BOGEY IS SOLD.

Pennsylvania Fancier Purchases High Class Airedale.

William J. De Lamater of Hudson has old that good Airedale Colonel Bogey Richard Kerns, Jr., of Contesville, fe will be renamed Wollaton Colo class lot of the popular tykes and he surely got a high class one in the youngster purchased from the Hudson fancier. Bogey is by Champion York Ryburn Swell and out of the same dam as York Master Key, the 1915 Westminster sen-sation, and York Safety First, winner of first puppy at the Airedale Terrier Club of America's specialty show. It is un-derstood that Colonel Bogey and York Safety Flist will meet in the ring at Mineola, and as they are litter brothers about which opinion as to the better ! by Airedale breeders.

STANDAND \$ 1080 PRICE Now Being Closed Out at the Sen- \$77 sational Price of - - 1 40 H. P. 4 Cyl. Red Seal Continental Motor. Westinghouse Starting. Stromberg Carburctor. Standard Equipment Throughout.

Deferred Payments Arranged Automobile Warehouse Co. 1700Broadway, at 54th Street Open Evenings. Pione Circle-6157. Cadillac 8 Finishing Record Transcontinental Run



plenty of stuff sawed to may all our depts well we only owe about \$35 dollars out side of you we will pay half of and is planning an aggressive selling.

The next says L. B. Berger, Local also demands prompt delighted the present of the planning and aggressive selling.

The next says L. B. Berger, Local also demands prompt delighted the present of the present in the present of the present of the planning and aggressive selling.

fitteen square acres of window dissations to light hose Goodrich factory buildings.

"Witness the tire output of 1915 which, if the tires were placed flat on the barround in a row, would reach more than 1,100 miles—from New York city to Comba, although tires are only one of Comba, although tires a

# JOE STERN TO SELL TRUCKS. | construction, which takes the jar out of fort is surely

and who is better known among tradesmen as "Joe," announces the fact that he has taken on the metropolitan agency

the goods carried but is a great tire promise a buyer 'any reasonable setsaver. The trucks are of three-quarter vice, but give the purchaser of a Locati the motoring trade for many years, noteworthy features."

the goods carried but is a great tire promise a buyer 'any reasonable setsaver. The trucks are of three-quarter vice, but give the purchaser of a Locati the motoring trade for many years, noteworthy features."

coupons. Each coupon entitles the owner

## LOZIER PREPAREDNESS

campaign.

The Palmer-Moore truck is made in Syracuse, N. Y., and has been on the market for a number of years. Speaking of the truck Mr. Stern has this to say:

"Safety to goods in transit is as essential as prompthess in delivery. While smooth riding and quiet running quality is convinced that any car manufacturer it is an increased in convinced that any car manufacturer is convinced that any car manufacturer.

the machine, reduces the wear and tear the actual proof lies in 'Service after the on the entire car and makes for smooth sale,' "he said. "We have gone so far riding. This feature not only protects in this direction that we not simply

# \$2,775

Swift and Silent as Thought

Men of Personality-Men who accomplish things in the world, demand a car like the Lozier Six-a car that responds to their every demand as naturally and simply as their brains and muscles.

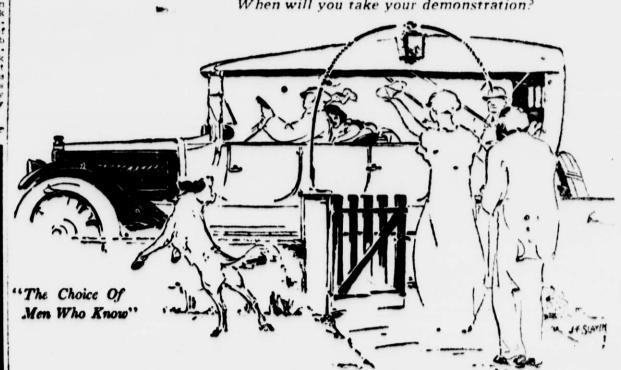
It is a race-horse in leash-with always more power and speed than most men care to use-but which gives that rare exhilaration that comes only with a car that is ever faster than the brain. There is no brain or body fag when you drive a Lozier Six-you forget the perfect mechanism that carries you silently and comfortably up hills and over rough roads without seeming effort.

Snappy Power-not brute force- is the result of the Lozier long-stroke, high-speed motor. It makes the car unusually quick to start-quick to stop and quick to accelerate-you can go from a snail's pace to high speed in few seconds-and throttle down so silently that you will think the motor has stopped.

Value and Style of this new car are really unprecedented even in this day of wonderful car values. Men of the keenest business discernment are most often Lozier owners because they can appreciate the Lozier Six as a real permanent investment.

Immediate Delivery- This is a big item when you consider the shortage of materials and the freight embargo against New York. Our provision against this contingency by ordering cars for delivery in advance is a part of our watchful service.

When will you take your demonstration?



COMPANY MOTOR LOZIER

1850 Broadway 'Phone Bryant 3688

New York Open Evenings

## meaning o' this is that a car owner comes to Quaker Tires after trying out, at least, four tires of another make. The local Quaker Dealer is "a friend in need" take your troubles to him. He will show you how QUAKER TIRES can save you bother and money. See the local Quaker Dealer Name and address on request to QUAKER CITY RUBBER COMPANY New York Distributing Station.